

# Standard Chartered Mumbai Marathon 2014



A NEW DECADE OF  
EMPOWERING AND TRANSFORMING LIVES



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## A MARATHON IS MORE THAN A RACE ...

It is a great celebration of spirit and fitness that showcases the passion and zeal of the citizens of a city, and nowhere is it more visible than in the spirit of giving that accompanies all great city marathons. Today, most major cities in India have a city marathon, but Mumbai stands head, shoulder and waist above other cities in the largeness of its heart and the caring power of its society, corporate entities and citizens in giving to crusaders for the underprivileged.

The association between a distance runner and raising funds for a cause is a long and glorious one. Both activities require similar passion, conviction, determination and hard work. Both are very personal and self-driven. Both are extremely rewarding to the soul. In this docket, we are proud to recognize and applaud the achievers who share this belief.

The Standard Chartered Mumbai Marathon in its 11th edition this year has cemented its place as not just India's biggest annual sporting event, but also as the biggest charity event in India and the Asian sub-continent. Through United Way of Mumbai, the official charity partners of the event, SCMM 2014 has generated an estimated ₹ 20.11 Crores for 269 participating non-profit organisations, addressing important causes for the less privileged in our society. The amounts raised are a humbling acknowledgement of the tremendous caring and giving power of our communities and also a testimonial to the credible charity platform that the Standard Chartered Mumbai Marathon provides.

Another wonderful aspect of the marathon is the emotional connect of our city authorities with the event. The Government of Maharashtra and the custodians and caretakers of Mumbai's well-being, have whole heartedly supported this grand sporting spectacle that unites people from different walks of life – running together in a celebration of life, fitness and causes. Their unwavering support has enabled SCMM to showcase the spirit of Mumbai to the world.

No great accomplishment is without its share of inspirational stories and each of the individuals and organisations listed in this docket, serve as a heart warming example, of the great difference and significant contribution we can make to others lives.

Thank you all, for making this phenomenon called the Standard Chartered Mumbai Marathon possible. For giving us your support, time and for pledging to make the society that we live in, a better place. It is a positive social revolution.



**Vivek B Singh**  
*Procam International*





## MESSAGE FROM THE RAJ BHAVAN

Hon'ble Governor of Maharashtra, Shri K. Sankarnarayanan

K. Sankarnarayanan  
GOVERNOR OF MAHARASHTRA



RAJ BHAVAN  
Mumbai 400 035  
Tel : 022-2363 2660  
Fax : 022-2368 0505

20 March 2014

### MESSAGE

The Standard Chartered Mumbai Marathon has emerged as one of the most exciting and eagerly awaited annual events in Mumbai. It is heartening to see the entire city, and even people from other parts of the country, coming out in large numbers either to participate or to cheer the participants from India and different countries of the world at the Marathon. I am always moved to see the resolve and determination of the handicapped and the differently-abled persons who take part in the marathon defying all physical limitations. It is heartening to note that the Mumbai Marathon has also emerged as one of the biggest charity raising platforms wherein an amount of 20.10 Crore has been raised till date by 269 NGOs.

I congratulate the Event Promoter and the United Way of Mumbai for their efforts and initiatives in hosting SCMM and wish them continued success in their future endeavours.

(K. Sankarnarayanan)



## FROM THE CHARITY PARTNER'S DESK

As the curtains come down on what has been the most successful Standard Chartered Mumbai Marathon since inception, the record charity figures in this docket stand testimony to how the SCMM has transcended its sporting nature to become one of the most important platform for philanthropy in the country and the world. At United Way of Mumbai we have been on the crest of this extraordinary platform for giving and a witness to the most remarkable stories of human generosity towards the well being of others lesser privileged. Nothing is as beautiful and uplifting as to have people step out of their comfort zone and reach out to friends, families and even strangers to come together for a common good.

Our attempt as charity partners to the event is to provide and maintain a strong credible and efficient medium to facilitate the connections between donors and beneficiaries. We try with every edition to strengthen the charity platform with an effective structure and process, but ultimately it is the participating NGO's, their supporters and fundraisers who craft and create these incredible figures. The SCMM is an opportunity for NGO's to not only build their resource mobilization capacity but also more importantly an opportunity to build and nurture relationships with donors.

14,742 people donated to a cause through SCMM 2014. 1,254 people registered to raise funds for their cause. Over Rs 20 crores has been raised for 269 organizations to aid their work in correcting social inequalities. In our society where Rs 1000 can ensure a child goes and stays in school and Rs 500 can foot medical assistance for the elderly, the impact of this figure is truly heart lifting. Beyond the monetary figures, thousands of connections and relationships were made. The Standard Chartered Mumbai Marathon is over within a few hours in the morning of a very exciting third Sunday of every January but the life altering impact of the event reverberates in the improved lives of the beneficiaries long after the event.

With our short video titled 'Give the right way', our emphasis has also been not just on Giving but Giving in the Right Way. Each of the 270 participating NGO is approaching its intervention area through a structured, insightful and effective program, therefore 'giving' through organizations that are better equipped to address the issue is more sensible than empathy based arbitrary giving which, even though an act of kindness, often do not have sustained impact.

For the success of the charity figures in this docket, many acknowledgements are due. I would like to thank the entire team from Procam, who along with the various event partners, make this extraordinary sporting event come alive every year and who through their vision have scripted an event that goes far beyond the sporting field to create life altering impact for lakhs of beneficiaries across the country. On behalf of the sector I would like to thank the 171 companies who chose the SCMM as the medium to direct over Rs 9.7 Crores in donations under the corporate challenge category. It is always very humbling to be in the presence of a fundraiser, the youngest is 12 years old and the eldest is 83 years old. This amazing gesture of yours to extend yourselves on behalf of others is incredible. I am grateful to each and every donor, for your generosity and willingness to help make a difference. I cannot emphasize how for an organization facing the beneficiary, every donation and every donor creates a world of a difference.

And finally I want to thank every well wisher of this great event. The greatest strength of the charity platform is its goodwill. Sometimes the dots are not directly connected or visible and yet, are integral for creating the big picture. Thank You.



Jayanti Shukla  
Executive Director



United Way Mumbai

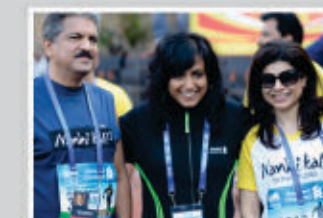
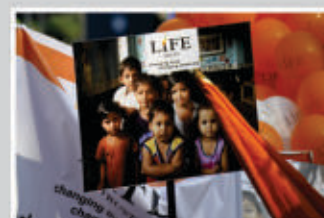
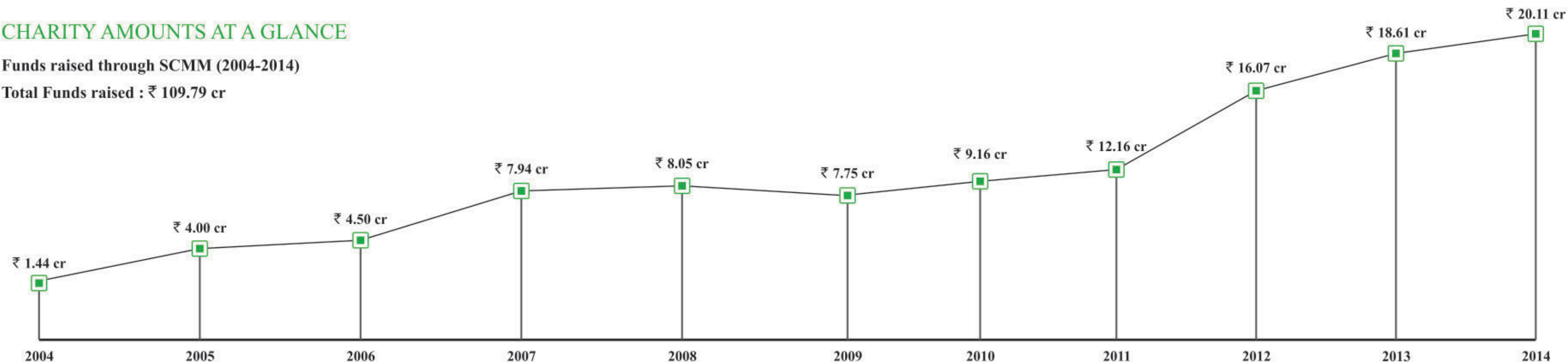




## CHARITY AMOUNTS AT A GLANCE

Funds raised through SCMM (2004-2014)

Total Funds raised : ₹ 109.79 cr



## SUMMARY OF AMOUNTS RAISED THROUGH THE STANDARD CHARTERED MUMBAI MARATHON, 2014

AMOUNT RAISED BY 'WE CARE' PARTICIPANTS	AMOUNT RAISED BY THE DREAM TEAM	AMOUNT RAISED BY CORPORATE CHALLENGE	TOTAL AMOUNT RAISED VIA UNITED WAY OF MUMBAI	AMOUNT RAISED BY TITLE SPONSOR- STANDARD CHARTERED BANK	AMOUNT RAISED BY ASSOCIATE SPONSOR- TATA CONSULTANCY SERVICES	AMOUNT RAISED DIRECTLY BY NGO'S (ESTIMATE)	TOTAL AMOUNTS RAISED
₹ 5,34,82,295	₹ 3,45,80,897	₹ 10,34,28,241	₹ 19,14,91,433	₹ 14,78,000	₹ 6,59,545	₹ 75,00,000	₹ 20,11,28,978





### Highest Fund Raising Dream Champion

Sadashiv S. Rao  
For "Isha Education"  
₹ 18,03,802

Sadashiv S. Rao, the Chief Risk Officer and member of the Management Committee of IDFC by profession and a half marathoner by passion, has been raising funds in support of his NGO Isha Vidhya for rural education since the 2009 edition. As a Dream Champion since SCMM 2011, he has raised over ₹ 55.88 lakhs for the NGO.

“Though the amounts raised each year have increased, the efforts have not increased commensurately thanks to the ease with which the whole process from collection, collation, compilation and receipting is done by the Charity Partner. The process is so smooth and transparent that one could donate any amount knowing fully that it would be received by the beneficiary. My friends, colleagues, associates, family members expect my email literally as a ritual a month before the Standard Chartered Mumbai Marathon and contribute regularly. It gives me immense satisfaction to make a difference in the life of under privileged children and hope the donors echo this and continue to contribute. I look forward to doing this year on year with Sadhguru's Grace.”



## DREAM CHAMPIONS

Individuals who committed to raise a minimum of Rs 10 lakh for charity



Abhay Jasani  
For "Shrimad Rajchandra Love & Care"  
₹ 10,00,000



Dr. Bijal Mehta  
For "Shrimad Rajchandra Love & Care"  
₹ 10,00,900



Fr. Joseph Pereira  
For "Kripa Foundation"  
₹ 12,84,100



Meera Mehta  
For "Shrimad Rajchandra Love & Care"  
₹ 10,00,300



Poonam Lalvani  
For "Life Trust"  
₹ 13,80,950



Rahul I. Kadri  
For "Save The Children India"  
₹ 16,63,125



Sankara Raman Srinivasan  
For "Amar Seva Sangam"  
₹ 17,50,000



### 2nd Highest Fund Raising Dream Champion

An inspiration for thousands, Sankara Raman Srinivasan, founder of Amar Seva Sangam, has been a patron of the Standard Chartered Mumbai Marathon – participating and raising funds for his NGO since the Event's inaugural year.

“Standard Chartered Mumbai Marathon is a pioneer in providing a platform of multitude of NGOs to raise awareness and funds. I am delighted to be part of this movement. Many people ask what compels Sankara Raman to come to Mumbai in January each year all the way from Chennai to participate at the Standard Chartered Mumbai Marathon? My answer is quite simple - disability cannot confine anyone; disability also does not confine one's efforts to reach out and raise funds. The event is also a great opportunity for my NGO to promote itself. Connect to India Inc. also is easier through the event. I will certainly keep coming back and spread the message of goodness each year.”



## DREAM WIZARDS

Individuals who committed to raise a minimum of Rs 5 lakh for charity



Armaan C. Valvi  
For "Tata Memorial Centre (RUHI)"  
₹ 5,01,500



Dr. B. K. Sharma  
For "Gwalior Hospital & Education Charitable Trust"  
₹ 6,87,911



Devansh Jalota  
For "K.C. Mahindra Education Trust Project Nanhi Kali"  
₹ 6,08,240



Kalpana Maniar  
For "Isha Education"  
₹ 5,01,000



Neeraj Sanghi  
For "Isha Education"  
₹ 7,10,353



Nikunj Jhaveri  
For "Save The Children India"  
₹ 5,00,000



Rajeswari Kesavan  
For "Isha Education"  
₹ 5,03,200



Shantanu Mukherji  
For "Salaam Bombay Foundation"  
₹ 6,54,962



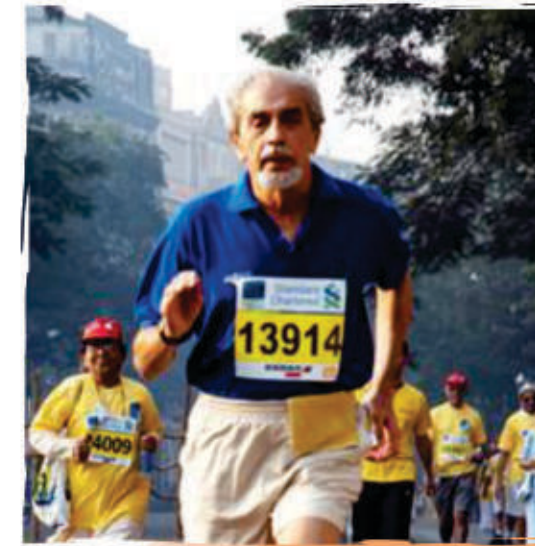
Anisha Johri  
For "Family Service Centre"  
₹ 8,36,856



### 2nd Highest Fund Raising Dream Wizard

Not new to fund raising through the Standard Chartered Mumbai Marathon, Anisha Johri has consistently been raising funds for Family Service Centre over 4 editions. Family Service Centre is a voluntary organization committed to preserve, promote and strengthen the family as a unit. The centre strives to reach out to families in difficult circumstances through its various non-institutional and community-based programmes, namely sponsorship, foster care, adoption and counseling. The Ultimate goal is to empower the family, the core unit of the society. This Dream Wizard has successfully collected ₹ 8,36,856 for her pet NGO, making her the 2nd highest fund raiser amongst Dream Wizards at SCMM 2014.

“ Since the past 4 years, I have found the Standard Chartered Mumbai Marathon a very effective platform for collecting funds for my chosen NGO. I have been raising funds for Family Service Centre since many years and had been making small contributions in my own way. Through SCMM and United Way of Mumbai, I was able to increase the financial aid to them manifold. It is a concerted effort for a month or two through which I reach out to various friends and family who are spread across the globe. The online donation link makes it all the more easy for people to donate. The credibility offered through this event also makes people donate without any apprehensions. I have consistently had a very fulfilling experience which makes me want to use this as a medium every year. ”



### Highest Fund Raising Dream Wizard

Rumi Taraporevala  
For "Society For The Education Of The Crippled"  
₹ 11,97,551

Wearing two hats, the **eldest fund raiser of SCMM 2014** at age 83 years and the **highest fund raiser amongst Dream Wizards**, Rumi Taraporevala has raised ₹ 11,97,551 for the Society for the Education of the Crippled. 78 donations, the largest contribution being ₹ 3 lakhs and the smallest being ₹ 500. We salute you Mr. Taraporevala!

He was part of the Scouting movement in school, and continues this connection to this very day. One of the Scouting tenets is to do a good turn every day. Says Mr. Taraporevala,

“ We had a brilliant idea that since we may not be able to do a good turn every day, why don't we do one big good turn once a year! With this in mind, we adopted the Society for the Education of the Crippled as our good turn goal for a grand Christmas party every year. We have continued this practice without a break for the last 40 years. I ran for the SEC at SCMM 2005. I now hobbled for the SEC at SCMM 2014 – my most favourite cause! I am very happy to do my little bit for charity through this world class event, which has a broad canvas, and a great reputation for the funds collected to go to the designated NGOs. ”







### Highest Fund Raising Dream Maker

Ramani Sankara Raman  
For "Amar Seva Sangam"  
₹ 28,77,013

“ I run for the institution my husband Sankara Raman has devoted his entire professional life to. Amar Seva Sangam works for the cause of changing the lives of the differently-abled children and youth so that they grow up as a useful resource and actively participate in society.

People of Mumbai are aware and sensitive to the problems faced by society. They are willing to participate in social events and are generous enough to make contributions for a good cause. Every year the event has grown bigger and it is pleasure for me participate and soak in Mumbai city's vibrancy.

Amar Seva Sangam is located at Ayikudy, a remote village in the south of Tamilnadu. Participating at the event makes our corporate reach that much more easy and there is better acceptance for our NGO by virtue of our participation at the Event.

We proudly relish the feeling of being "an Indian" whenever we participate in the Standard Chartered Mumbai Marathon. We feel that the event creates a platform for us to reach beyond our state to see all levels of societal changes and also share our experiences.”



## DREAM MAKERS

Individuals who committed to raise a minimum of Rs 1.5 lakh for charity



Ajay Srinivasan  
For "Save The Children India"  
₹ 1,57,500



Anil Goyal  
For "Epilepsy Foundation"  
₹ 1,50,000



Arjun Singla  
For "Om Creations Trust"  
₹ 1,53,596



Arnab Johri  
For "College of Social Work, Nirmala Niketan"  
₹ 1,50,000



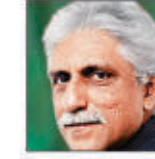
Arvind B Sheth  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Ashit Dani  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Atman Mehta  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Ayaz Memon  
For "Save The Children India"  
₹ 2,62,001



Bipin V Doshi  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Burhan Rangwala  
For "Concern India Foundation"  
₹ 3,18,262



### 2nd Highest Fund Raising Dream Maker

Director of Population First, Dr. Sharada is active in the developmental sector for the last 25 years as a researcher, trainer and programme manager. She had the opportunity to work with international agencies like UNICEF, UNFPA and other non-government organizations as a consultant. This first time Dream Maker took up the mantle to promote and raise funds for her NGO, Population First through SCMM 2014.

“ Standard Chartered Mumbai Marathon is one of the largest fund raising platforms in India. It is an event that touches the hearts of people, takes the message to lakhs across the country. It also gives an opportunity to people to put money where their heart is and say a big thank you to all those organizations and individuals who are making a difference to this world making it more inclusive, just and livable. It provides the best opportunity to raise funds for your organization and I am glad I did, as apart from the money raised I was also able to garner lot of support and goodwill for the organization which would continue long after the run.”



Dr. A.L. Sharada  
For "Population First"  
₹ 5,10,684





Chandresh Dedhia  
For "Ummeed Child Development Centre"  
₹ 1,67,860



Darius Pandole  
For "Khel Shala"  
₹ 4,20,000



Dhairav Shroff  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Dharmesh M Shah  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Dhaval Mehta  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,400



Dr. Boman Dhabhar  
For "N K Dhabhar Cancer Foundation"  
₹ 1,50,000



Dr. Nirmal Surya  
For "Epilepsy Foundation"  
₹ 2,71,862



Dr. Ram Ramdas  
For "K.C Mahindra Education Trust Project - Nanhi Kali"  
₹ 1,71,752



Dr. Subhadra Anand  
For "Save The Children India"  
₹ 1,50,000



Ganesh Nayak  
For "Animals Matter to Me, Mumbai"  
₹ 1,60,120



Girish Borkar  
For "Yoga Prabha Bharati (Seva Sanstha) Trust"  
₹ 4,08,312



Gurpreet Singh  
For "Childline India Foundation"  
₹ 1,80,000



J. C. Mansukhani  
For "Epilepsy Foundation"  
₹ 1,50,000



Kailash Agarwal  
For "Epilepsy Foundation"  
₹ 1,50,000



Ketan Gaikwad  
For "Isha Education"  
₹ 1,59,755



Krishna Ramanathan  
For "Isha Education"  
₹ 1,76,000



Kunal Doshi  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Leena R. Mehta  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Manishi Mohan Sanwal  
For "United Way of Mumbai"  
₹ 1,88,593



Manju Parvatikar  
For "Isha Education"  
₹ 1,50,001



Manju Sood  
For "Isha Education"  
₹ 1,50,000



Mridula Jasani  
For "Shrimad Rajchandra Love & Care"  
₹ 1,60,000



Naina Kothari  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Nalini Mehta  
For "Shrimad Rajchandra Love & Care"  
₹ 1,51,000



Nandini Gandhi  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Narendra Mehta  
For "Epilepsy Foundation"  
₹ 1,50,000



Neha Vora  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Nidhi Thapar  
For "Concern India Foundation"  
₹ 1,78,403



Nitin Nayar  
For "Atma Education Trust"  
₹ 1,50,000



Noopur Desai  
For "Iskcon Food Relcief Foundation"  
₹ 1,60,000



Paresh Jayantilal Shah  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Pradeep Deshpande  
For "Vidya Integrated Development For Youth And Adults"  
₹ 1,50,316



Raja T Sudhan  
For "Isha Education"  
₹ 2,19,751



Rajesh Pukhraj Jain  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Rakesh Mehta  
For "Epilepsy Foundation"  
₹ 1,50,000



Ramendra R. Jhaveri  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Ravi Krishnamurthy  
For "Isha Education"  
₹ 2,05,201



Reshma Jain  
For "Shrimad Rajchandra Love & Care"  
₹ 1,57,000



Ruchita Mehta  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Sachin Bajla  
For "Epilepsy Foundation"  
₹ 1,50,000





Samir Desai  
For "N K Dhabhar Cancer Foundation"  
₹ 1,50,000



Sanjay Dangi  
For "Epilepsy Foundation"  
₹ 1,50,000



Sanjeev Kapoor  
For "Forum For Autism"  
₹ 4,00,305



Sapan Choksi  
For "Save The Children India"  
₹ 1,50,000



Sapna Bhavnani  
For "World For All Animal Care And Adoptions"  
₹ 1,61,500



Shambhu V Sista  
For "Population First"  
₹ 1,83,902



Shamima Taly  
For "Isha Education"  
₹ 1,50,000



Sharvari Vadeyar  
For "Isha Education"  
₹ 1,91,527



Sophia Premjee  
For "Aga Khan Rural Support Programme (India)"  
₹ 1,59,458



Subhash Kela  
For "Shrimad Rajchandra Love & Care"  
₹ 1,52,000



Sumer Punjabi  
For "Concern India Foundation"  
₹ 2,52,300



Sumit Chowdhury  
For "Concern India Foundation"  
₹ 3,62,201



Suneeta Rao  
For "Population First"  
₹ 1,75,462



Sunil Bhutani  
For "Epilepsy Foundation"  
₹ 1,50,000



Sunil Rawlani  
For "Childline India Foundation"  
₹ 1,90,002



Sunit Sanjay Kothari  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Suranjana Ghosh Aikara  
For "NASEOH, India"  
₹ 2,72,538



Swathi Raghunath Mukherjee  
For "The Vatsalya Foundation"  
₹ 1,59,570



Tara Sharma Saluja  
For "Paragon Charitable Trust, Salaam Bombay Foundation & Cancer Patients Aid Association"  
₹ 1,60,000



Toral Shah  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Umesh Shah  
For "Shrimad Rajchandra Love & Care"  
₹ 1,53,000



Vijay Kumar M Rupani  
For "Shrimad Rajchandra Love & Care"  
₹ 1,50,000



Vipul Jain  
For "Save The Children India"  
₹ 5,07,000



Vivek Kudva  
For "Cheshire Homes India Bangalore Unit"  
₹ 1,50,000







### Highest Fund Raiser (We Care)

Nilesh Lahu Nandoskar  
For "Karunya Trust"  
₹ 6,12,710

“ Standard Chartered Mumbai Marathon is a high profile event which everyone is aware of and which has always been known as a fund raising platform for charitable organizations. This made my fund raising efforts easier for Karunya Trust. My appeal carried more weight and the responses were very good because I was fund raising at the SCMM. ”



## WE CARE

The 'We Care' category comprises of all the individual donors and fundraisers who may or may not be participating in the Standard Chartered Mumbai Marathon but choose to support causes through the charity platform available of the event. SCMM 2014 saw 1158 individuals registered online fundraising pages, and together with offline fundraisers raised ₹ 2.36 crores for 119 NGOs. The SCMM's online fundraising pages on the United Way of Mumbai website are the most cost efficient and convenient means to raise funds for NGOs in India, 100% of all funds donated on the pages are disbursed in full to the beneficiary NGO. UWM absorbs all payment gateway charges on the same. In addition ₹ 3.5 crores was raised through 4053 charity running bibs for 215 NGOs at an average of ₹ 8,753 per bib.

The 'We Care Stars' of Standard Chartered Mumbai Marathon 2014 who each raised a minimum of ₹ 50,000 before race day (19<sup>th</sup> January 2014)

Aditi Kanwar  
For "Touching Lives Welfare Trust"  
₹ 84,500

Ahana Raina  
For "Womens' India Trust"  
₹ 1,13,100

Anisha Kundu  
For "Mentaid"  
₹ 1,16,600

Divya Bajpai  
For "Navasrushti International Trust"  
₹ 62,000

Jerilee Rodrigues  
For "Magic Bus India Foundation"  
₹ 1,30,000

Menaka Raman  
For "Educo"  
₹ 1,13,434.77

Muskaan Tolani  
For "Cancer Patients Aid Association"  
₹ 1,19,051

Rajesh Krishnamoorthy  
For "Teach to Lead"  
₹ 64,909

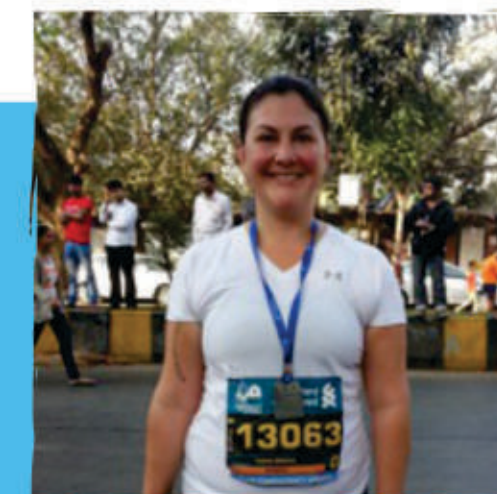
Sharon Vallis  
For "Kripa Foundation"  
₹ 1,26,601

Srividya Subramanian Vidyasagar  
For "Cankids Kidscan"  
₹ 67,500



### 2nd Highest Fund Raiser (We Care)

“ I wanted to achieve a personal goal as a 40th birthday present to myself and make an impact on an organization to which I donate both my time and money. The marathon, and my commitment to training and completing it for the first time at 40, gave my friends and family from across the world a nice reason and platform to contribute to my work and support all the kids at the Foundation For Mother & Child Health. ”



Aisha Oravec  
For "Foundation For Mother & Child Health"  
₹ 5,52,329.59



## THE YOUNGEST PHILANTHROPISTS

### Meera Mehta -

*Youngest Dream Teamer amongst the ladies – 15 year old Dream Champion,  
Raised ₹ 10,00,300 for Shrimad Rajchandra Love & Care*

A child's love is said to be the purest form of love. There is a lot to learn from them. So when the shy and excited five-year old Meera experienced her first joy in giving, her life changed forever. At a very early age Meera was taught to say 'Thank You' to the less privileged children she was offering goodies to by Guru Pujya Gurudevshri Rakeshbhai. It was very simple – you are thanking them as they were giving you an opportunity to serve. A lesson which has stuck on till date.

One of the many principles on which Shrimad Rajchandra Love and Care (SRLC) is based, is similar. SRLC is a 10 activity based programme that focuses on transforming the lives of the less privileged. This programme allowed Meera to explore the condition and lives of people living in rural India. Moved by the disparity she saw and inspired by her Guru, she set forth to make a difference.

At the tender age of 13, Meera set a benchmark by raising ₹ 1 lakh for SRLC in SCMM's 2012 edition. Meera selflessly asked her friends to donate money instead of giving her gifts on her first teenage birthday party. Meera continued her fund-raising at SCMM and her dedication yielded rewards in the 2013 edition when she raised ₹ 5 lakhs!



However, the story of Meera does not end here. Through her journey, Meera's bond with a girl from rural Gujarat, Sonali stands tall. Sonali, a girl originally enrolled in the organisation's school - Shrimad Rajchandra Gurukul in Dharampur, was touched by Meera's genuineness. Today, thanks to Meera's support, spiritually and financially, Sonali is studying medicine in an institute in Karnataka. Deeply motivated by the organisation's and Meera's support and kindness shown to her, Sonali feels inspired to give back to society as her way of simply saying 'Thank You'.

This edition, this 15 year old forged ahead and took up the challenge of enrolling as a Dream Champion. Inspired by her dedication, many came forward to champion her cause. Her friends from the U.S.A., Trishna and Hetvi, too extended their support. Meera is a true testament to Shrimad Rajchandra Love and Care's theme this year at the SCMM 2014, 'Extending Love and Care'.



### Sumer Punjabi

*Youngest Dream Teamer amongst the gentlemen – 13 year old Dream Maker,  
Raised ₹ 2,52,300 for Concern India Foundation*

“When I was younger and saw children on the streets of Mumbai wandering around aimlessly, I wondered why they never went to school like me. I would question my parents about the same and was told that due to lack of funds for their education, their parents were unable to send them to school. When my mother told me about this opportunity to run at the marathon for a cause, I immediately agreed. Being a Badminton player and training daily, I knew I could easily run the 6 kms and that too for a good cause. This excited me and I decided that I would run for Concern India Foundation's education initiatives to educate underprivileged children living on the streets of Mumbai.

When I first started to raise funds for my cause, I never thought I would be able to raise anything at all. But the month's build-up to the marathon were an eye-opener for me as I realised that people were more generous and willing to give and donate than I had thought. Whenever I would mention what I was running for, they would come out and donate bigheartedly. This motivated me to do better and to reach out to more and more people. This eventually made me the youngest runner to raise the maximum funds at the 2013 edition of Standard Chartered Mumbai Marathon. More than that, even my school acknowledged my work and appreciated my efforts.

In the last two years I have also learnt a number of ways to raise funds – from directly asking friends and family to donate, to using the social media, to collecting money through newspaper drives. Over all, it has been an interesting and exciting journey so far. I have learnt a lot, not only from my family and friends but also from strangers who have made a difference to my cause and the lives of many other young children through their acts of kindness and generosity.”





## CORPORATE CHALLENGE

Companies participate by sending in teams of employees who run in support of charity.

**171 companies with 265 teams supporting 87 NGOs**

*\* Organisations whose employees have raised funds.*

Name of the Corporate	NGO Supported	Total Amount Raised
Aamby Valley Ltd	United Way of Mumbai	₹ 4,00,000
Aarti Drugs Limited	Shrimad Rajchandra Love & Care	₹ 2,75,000
Abbott Healthcare Pvt Ltd	Smile Foundation & Sangopita - A Shelter For Care	₹ 8,00,000
ACC Limited	Salaam Bombay Foundation	₹ 8,00,000
Accelya Kale Solutions Limited	Catalysts For Social Action	₹ 2,75,000
Accenture Services Private Limited	HelpAge India	₹ 4,00,000
Acme Group	The Bombay Community Public Trust	₹ 2,75,000
* <b>Aditya Birla Group</b>	Save The Children India & Helen Keller Institute For Deaf & DeafBlind	₹ 26,98,649
Air Mauritius Limited	Palm's Care Foundation	₹ 2,75,000
Alkem Laboratories Limited	Shrimad Rajchandra Love & Care	₹ 2,75,000
Allcargo Logistics Ltd	Alert India & Isha Education	₹ 5,50,000
Ambuja Cements Ltd	Salaam Bombay Foundation	₹ 8,00,000
Amdipharm Mercury Services Pvt Ltd	Child Help Foundation	₹ 4,00,000
Antwerp Diamond Bank NV	Shrimad Rajchandra Love & Care	₹ 2,75,000
Arshiya International Limited	Teach To Lead	₹ 2,75,000
Ask Group	Habitat For Humanity India	₹ 4,00,000
Australia and New Zealand Banking Group Limited	Masoom	₹ 4,00,000
B V Chinai & Co (India) Pvt Ltd	Shrimad Rajchandra Love & Care	₹ 2,75,000
Bank of America	United Way of Mumbai	₹ 4,00,000
Bain & Company	Pratham Education Foundation	₹ 2,75,000
Bajaj Electricals Limited	Paryavaran Mitra	₹ 16,00,000
Barclays Bank PLC	Magic Bus India Foundation	₹ 4,00,000
BASF India Limited	Paragon Charitable Trust	₹ 8,00,000
Bharti Airtel Limited	Bharti Foundation	₹ 2,75,000
Binani Industries Ltd	K. C. Mahindra Educational Trust Project Nanhi Kali & Prerana	₹ 4,00,000
* <b>Birla Sun Life Insurance Company Ltd</b>	Save The Children India	₹ 8,39,110
Bloomberg Data Services (India) Pvt Ltd	Magic Bus India Foundation	₹ 4,00,000
Blue Star Limited	Blue Star Foundation	₹ 8,00,000
BMR Advisors	Salaam Bombay Foundation	₹ 2,75,000
Boehringer Ingelheim India Pvt Ltd	United Way of Mumbai	₹ 4,00,000
Bombay Slum Redevelopment Corporation Ltd	Shrimad Rajchandra Love & Care	₹ 4,00,000



Over the last 5 years, Kotak Mahindra Bank has earned the distinction of being the most active corporate at the Standard Chartered Mumbai Marathon. The company has always encouraged employees to raise pledges. A robust communication between Kotak runners, employees and NGOs has shown results in the form of pledges raised by its runners.

**Kotak Mahindra Bank Ltd.**

**HIGHEST FUND RAISING COMPANY  
IN CORPORATE CHALLENGE**

**₹ 37,64,464**

“ CSR at Kotak is a collaborative effort where both the management and employees across the group work to make a difference for the underprivileged. Standard Chartered Mumbai Marathon is one such platform which gives us an opportunity to contribute collectively. We sponsored runners across the group who not only ran the distance but also zealously raised pledges. This award is a testimony that Kotakites are passionate, committed and eager to do their bit for the underprivileged. ”

**C. Jayaram**

*Joint Managing Director,  
Kotak Mahindra Bank*

“ Standard Chartered Mumbai Marathon encourages the spirit of running and at the same time creates a platform for corporates, NGOs and individuals to support social causes. This makes the society more participative and helps build awareness of various causes on a wider scale. Kotak Mahindra Bank is also aligned with the philosophy of a collaborative CSR approach. As an organization, Kotak encourages employee participation and involvement in its CSR initiatives. Kotak's participation at the event has led to a growing community of runners in the organization, some with no athletic background, who train and run the marathon not only to improve their fitness level, but also raise pledges for a cause with as much enthusiasm. SCMM as a platform brings together employees across the organization to participate and raise funds collectively for social causes. Over the years, this collaboration has led to a community of enthusiastic Kotak runners who run the marathon for not only their physical wellbeing but also raising pledges for our identified NGOs. Other employees also participate in this endeavor by contributing to the pledge raising efforts of our runners, making it an engaging process. ”

**Rohit Rao**

*Executive V.P. and  
Head-Group Corporate Communications,  
BR and CSR*





### Highest Individual Fund Raiser

**K.V.S. Manian**  
President, Consumer Banking, Kotak Mahindra Bank  
For "Cancer Patients Aid Association"  
₹ 7,02,100

Philanthropic at heart, Manian contributes regularly towards various causes.

“When I took up running with a view to improve my fitness, the obvious choice was the marathon in my home city, Mumbai. What also attracted me was the concept of raising pledges for NGOs through this platform because it gave a higher purpose to my efforts. Running in marathons can be a hobby for privileged members of society and combining it with a purpose of giving back to the unfortunate and underprivileged section is indeed a very good idea. That primarily was the driving force behind my own decision to raise pledges for an NGO. ”

## HIGHEST INDIVIDUAL FUND RAISERS IN THE CORPORATE CHALLENGE



### 2nd Highest Individual Fund Raiser

**Shanti Ekambaram**  
President, Corporate and Investment Banking, Kotak Mahindra Bank  
For "Society of Parents of Children with Autistic Disorders"  
₹ 5,61,002

She is a regular runner and fund raiser at the SCMM.

“I chose SCMM as it enables me to reach out to a wide cross-section of individual and corporate donors to garner support for a cause I deeply believe in. Additionally, it provides the credibility and trust that is essential for donors so as to ensure that the raised funds reach the purpose for which they are given. ”



Name of the Corporate	NGO Supported	Total Amount Raised
Cadbury India Ltd	Concern India Foundation	₹ 16,00,000
Castrol India Limited	K. C. Mahindra Educational Trust Project Nanhi Kali & The Society for Door Step Schools	₹ 8,00,000
Central Bank of India	Helen Keller Institute For Deaf & DeafBlind	₹ 6,75,000
Centrum Capital Limited	Life Trust	₹ 2,75,000
Charu Jewels	Shrimad Rajchandra Love & Care	₹ 2,75,000
Cleartrip Private Limited	Magic Bus India Foundation	₹ 2,75,000
* <b>CLP India Pvt Ltd</b>	The Akanksha Foundation	₹ 4,25,000
Colgate Palmolive (India) Limited	Network In Thane By People Living With HIV (NTP+)	₹ 4,00,000
* <b>Credit Suisse Securities (India) Private Limited</b>	Save The Children India	₹ 8,79,452
Crompton Greaves Limited	Dignity Foundation	₹ 2,75,000
Crown Worldwide Movers Pvt Ltd	CRY- Child Rights and You	₹ 2,75,000
D'Décor Exports	Karunya Trust	₹ 4,00,000
Development Credit Bank Ltd	Umang Foundation & Swayamsiddh Matimand Mulansathi Matrupalak Sanstha	₹ 4,00,000
Dewan Housing Finance Corporation Ltd	Mumbai Mobile Creches	₹ 5,50,000
Diebold Systems Pvt Ltd	The Society for Door Step Schools	₹ 2,75,000
Dow Chemical International Pvt Ltd	Bhagwan Mahaveer Viklang Sahayata Samiti, Mumbai	₹ 8,00,000
DSV Air & Sea Private Limited	Umang Foundation	₹ 4,00,000
Eclerx Services Limited	CRY- Child Rights and You	₹ 12,00,000
Ekta World Pvt Ltd	Shrimad Rajchandra Love & Care	₹ 4,00,000
Ethiad Airways	Magic Bus India Foundation	₹ 2,75,000
Everstone Capital Advisors Pvt Ltd	Avasara Leadership Institute	₹ 2,75,000
FedEx Express Transportation & Supply Chain Services (India) Pvt Ltd	CRY- Child Rights and You	₹ 8,00,000
Franco Indian Pharmaceuticals Pvt Ltd	Save The Children India	₹ 8,00,000
Fun Multiplex Pvt Ltd	Swayamsiddh Matimand Mulansathi Matrupalak Sanstha	₹ 2,75,000
Geltec Private Limited	People for The Ethical Treatment of Animals, India	₹ 2,75,000
Global Innovsource Solutions Pvt Ltd	GLOBAL Foundation	₹ 12,00,000
Godavari Biorefineries Limited	Girivanasi Educational Trust's Nareshwadi Learning Centre	₹ 2,75,000
Godfrey Phillips India Ltd	Pratham Education Foundation	₹ 4,00,000
* <b>Godrej &amp; Boyce Mfg Co. Ltd</b>	Republican Sports Club, Vasantha Memorial Trust & War Wounded Foundation	₹ 32,31,000
Godrej Industries Ltd	Teach To Lead	₹ 8,00,000
GRP Limited	K. C. Mahindra Educational Trust Project Nanhi Kali	₹ 4,00,000
Gujarat Pipavav Port Limited	Shri Amreli Muk Badhir Seva Trust	₹ 2,75,000
GVK	Save The Children India & The Indian Council for Mental Health	₹ 16,00,000
* <b>HDFC Asset Management Company Ltd</b>	Paragon Charitable Trust	₹ 6,03,100
HDFC Ergo General Insurance Company Limited	The Akanksha Foundation, Swayamsiddh Matimand Mulansathi Matrupalak Sanstha & Umang Foundation	₹ 12,00,000
HDFC Securities Limited	The Bombay Community Public Trust & India Sponsorship Committee	₹ 2,75,000



Name of the Corporate	NGO Supported	Total Amount Raised	Name of the Corporate	NGO Supported	Total Amount Raised
HDFC Standard Life Insurance Company Limited	Magic Bus India Foundation	₹ 2,75,000	* <b>Kotak Mahindra Bank Ltd</b>	SOPAN (Society of Parents of Children with Autistic Disorders), The Indian Council For Mental Health, Cancer Patients Aid Association & Kotak Education Foundation	₹ 37,64,464
Hersheys India Private Ltd	United Way of Mumbai	₹ 3,07,664.4			
Hexaware Technologies Limited	Helen Keller Institute For Deaf & DeafBlind & The Research Society for the Care, Treatment & Training of Children In Need of Special Care	₹ 8,00,000	KPMG	Mumbai Mobile Creches & HOPE Foundation	₹ 28,00,000
HiMedia Laboratories Pvt Ltd	Isha Education	₹ 4,00,000	L & T Financial Services Ltd	Aseema Charitable Trust	₹ 8,00,000
Hindustan Petroleum Corporation Limited	Isha Education	₹ 2,75,000	* <b>Larsen &amp; Toubro Ltd</b>	Save The Children India	₹ 11,48,547
Housing Development Finance Corporation Limited	K. C. Mahindra Educational Trust Project Nanhi Kali & Swayamsiddh Matimand Mulansathi Matrupalak Sanstha	₹ 20,00,000	LIC Housing Finance Limited	Concern India Foundation	₹ 6,75,000
ICICI Lombard General Insurance Company Ltd	Isha Education & SNEHA (Society for Nutrition, Education and Health Action)	₹ 8,00,000	LIC of India	Smile Foundation	₹ 12,00,000
ICICI Prudential Asset Management Company Ltd	Vidya Integrated Development for Youth and Adults	₹ 4,00,000	* <b>Lighthouse Advisors India Private Limited</b>	Paragon Charitable Trust	₹ 3,00,000
ICICI Prudential Life Insurance Co. Ltd	Catalysts For Social Action	₹ 8,00,000	Lodha Group	Lodha Charitable Trust	₹ 4,00,000
ICICI Securities Limited	Umang Foundation	₹ 2,75,000	Lubrizol Advanced Materials India Pvt Ltd	SOS Children's Villages of India	₹ 4,00,000
IL & FS Education & Technology Services Limited	Family Service Centre	₹ 4,00,000	Mahendra Brothers Exports Pvt Ltd	Isha Education	₹ 2,75,000
IL&FS Investment Managers Limited	Muskan Foundation for People with Multiple Disabilities	₹ 4,00,000	Mahindra & Mahindra Ltd	K. C. Mahindra Educational Trust Project Nanhi Kali	₹ 16,00,000
IL&FS Maritime Infrastructure Co. Ltd	The Nalanda Foundation & Family Service Centre	₹ 4,00,000	Mak Lubricants (Bharat Petroleum Corporation Ltd)	Isha Education	₹ 2,75,000
IL&FS Transportation Networks Limited	The Nalanda Foundation	₹ 4,00,000	Marsh India Insurance Brokers Pvt Ltd	Concern India Foundation	₹ 4,00,000
IMRB International	Action Aid Association	₹ 2,75,000	Moet Hennessy India	Aseema Charitable Trust	₹ 4,00,000
India Infoline Limited	Isha Education	₹ 4,00,000	National Australia Bank Ltd	Atma Education Trust	₹ 2,75,000
India Ratings and Research Private Limited	Shrimad Rajchandra Love & Care	₹ 4,00,000	Nilgai Foods Pvt Ltd	Pratham InfoTech Foundation	₹ 4,00,000
Infrastructure Leasing And Financial Services Limited	Dignity Foundation & Muskan Foundation for People with Multiple Disabilities	₹ 8,00,000	Nivea India Pvt Ltd	Aseema Charitable Trust	₹ 6,75,000
Ion Foundation	Paragon Charitable Trust	₹ 4,00,000	Nomura Services India Private Limited	Vidya Integrated Development for Youth and Adults & Mumbai Mobile Creches	₹ 4,00,000
Ipeca Laboratories Ltd	Shrimad Rajchandra Love & Care	₹ 2,75,000	Novartis India Limited	The Akanksha Foundation	₹ 4,00,000
IRB Infrastructure Developers Ltd	Population First	₹ 6,75,000	Oil & Natural Gas Corporation Ltd	DEEDS Public Charitable Trust	₹ 4,00,000
Iris Business Services Limited	Isha Education	₹ 4,00,000	Omkar Realtors & Developers Pvt Ltd	Shrimad Rajchandra Love & Care	₹ 6,75,000
J.B. Chemicals & Pharmaceuticals Ltd	Shrimad Rajchandra Love & Care	₹ 6,75,000	Paragon Property Enterprises Pvt Ltd	Paragon Charitable Trust	₹ 4,00,000
Jasani Group	Shrimad Rajchandra Love & Care	₹ 4,00,000	Parinee Realty Pvt Ltd	Shrimad Rajchandra Love & Care	₹ 2,75,000
Jewelex India Pvt Ltd	Shrimad Rajchandra Love & Care	₹ 4,00,000	Peninsula Land Ltd	Urvi Ashok Piramal Foundation	₹ 4,00,000
* <b>Johnson &amp; Johnson Ltd</b>	Helen Keller Institute For Deaf & DeafBlind, K. C. Mahindra Educational Trust Project Nanhi Kali & Prerana	₹ 17,43,700	Pfizer Limited	Dignity Foundation	₹ 2,75,000
JSW Steel Ltd	Swayamsiddh Matimand Mulansathi Matrupalak Sanstha & Make-A-Wish Foundation of India	₹ 5,50,000	Pidilite Industries Ltd	Shrimad Rajchandra Love & Care	₹ 4,00,000
Juniper Hotels Pvt Ltd	Aragami India & Bombay Medical Aid Foundation	₹ 8,00,000	Prudential Process Management Services India Private Limited	Magic Bus India Foundation & HelpAge India	₹ 6,75,000
Just Dial Limited	Agastya International Foundation	₹ 2,75,000	Qualcomm India Pvt Ltd		
Kadri Consultants Pvt Ltd	Save The Children India	₹ 4,00,000	Rabobank International	Mumbai Mobile Creches	₹ 2,75,000
Kiran Gems Pvt Ltd	Shrimad Rajchandra Love & Care	₹ 4,00,000	Ramkrishna Bajaj Charitable Trust	Concern India Foundation & The Society for Door Step Schools	₹ 2,75,000
			Redi Port Limited	Jamnalal Bajaj Seva Trust	₹ 16,00,000
			Regus Mumbai Metropoloton Business Centre Private Ltd	Kripa Foundation	₹ 4,00,000
			Roche Products (I) Pvt Ltd	Make-A-Wish Foundation of India	₹ 2,75,000
			Rosy Blue (India) Pvt Ltd		
			Sahara Hospitality Ltd	NK Dhabhar Cancer Foundation	₹ 2,75,000
			Sanchar Infotech Pvt Ltd	Shrimad Rajchandra Love & Care	₹ 4,00,000
			Sanofi India Limited	United Way of Mumbai	₹ 2,75,000
			Sequoia Capital India Advisors Pvt Ltd	Pratham InfoTech Foundation	₹ 2,75,000
			Sharyans Resources Limited	Childline India Foundation	₹ 4,00,000
				Save The Children (Bal Raksha Bharat)	₹ 2,75,000
				Bhagwan Mahaveer Viklang Sahayata Samiti, Mumbai	₹ 4,00,000





## Godrej & Boyce Mfg. Co. Ltd

2ND HIGHEST FUND RAISING COMPANY  
IN CORPORATE CHALLENGE

₹ 32,31,000

Godrej & Boyce Mfg. Co. Ltd. is a testament of the quote by Israelmore Ayivor "With teamwork, any little contribution you make yields greater output when it meets the contribution of others, and guess who gets the plus? Everyone in the team!" The organization has been fielding multiple Corporate Challenge teams at the Standard Chartered Mumbai Marathon for the last 7 editions. At the 2014 edition, with 3 Corporate Challenge teams and contributions from 3,925 Godrej & Boyce employees, the company **collected an aggregate of ₹ 32,31,000** benefitting Republican Sports Club, Vasantha Memorial Trust and War Wounded Foundation.

“ The Standard Chartered Mumbai Marathon is a unique platform to raise funds for genuine causes and make a difference to the needy. It provides the spirit and enthusiasm to run for a cause, bringing employees together to collectively and dedicatedly collect funds for the NGOs, which ultimately creates bonding and employment engagement. It has provided an avenue for our employees to contribute their mite for the betterment of society by participating in the run and also actively soliciting funds for the Causes, we all at Godrej believe in. ”

**Alok Mehta**  
participant from Godrej Interio

“ All 75 of us have been blessed to start our 2014 year with such a wonderful event. SCMM 2014 was a perfect display of the spirit, energy, determination and dedication displayed by of the people of Mumbai from all strata of the society towards a noble cause of supporting several NGOs. The entire journey was indeed memorable and to be cherished forever. When I reached Bandra Worli Sea link along with my fellow Godrejities for my first ever half marathon, I could see the zeal and enthusiasm on everyone's face. The most important part of this journey was the 3 NGOs Godrej has supported this year. I am sure this feeling for running for a good cause in itself added on to our energy boosters. ”

**Anil G. Verma**  
Executive Director and  
Head – Personnel and Administration



Name of the Corporate	NGO Supported	Total Amount Raised
Smartlink Network Systems Ltd	CRY- Child Rights and You	₹ 4,00,000
Sodexo SVC India Pvt Ltd	Akshaya Patra Foundation	₹ 2,75,000
State Bank of India	Smile Foundation	₹ 4,00,000
Sun Pharmaceuticals Industries Ltd	Shrimad Rajchandra Love & Care	₹ 16,00,000
<b>* Systems Plus</b>	Save The Children India	₹ 12,10,702
Tata AIA Life Insurance Company Limited	Childline India Foundation	₹ 4,00,000
Tata AIG General Insurance Ltd	Childline India Foundation	₹ 2,75,000
Tata Capital Financial Services Limited	The AURED Charitable Trust & United Way of Mumbai	₹ 14,75,000
Tata Communications Ltd	Childline India Foundation & Tata Medical Centre Trust	₹ 16,00,000
Tata Motors Finance Ltd	United Way of Mumbai	₹ 8,00,000
Tata Realty & Infrastructure Limited	VConnect Foundation	₹ 2,75,000
Tata Steel Limited	People for The Ethical Treatment of Animals, India	₹ 4,00,000
Tetra Pak India Pvt Ltd	The Akanksha Foundation	₹ 4,00,000
<b>* The Hong Kong and Shanghai Banking Corporation Limited</b>	DEEDS Public Charitable Trust, Aseema Charitable Trust & Cancer Patients Aid Association	₹ 15,03,403
The Indian Hotels Company Limited	Under The Mango Tree Society	₹ 4,00,000
The Karur Vysya Bank Limited	Concern India Foundation	₹ 2,75,000
The Ratnakar Bank Ltd	Concern India Foundation	₹ 4,00,000
The Wadhwa Group	Shrimad Rajchandra Love & Care	₹ 4,00,000
The Walt Disney Company (India) Private Ltd	Make-A-Wish Foundation of India	₹ 16,00,000
<b>* Thermax Limited</b>	The Akanksha Foundation	₹ 7,48,450
Thomas Cook (India) Limited	Paragon Charitable Trust	₹ 2,75,000
TLG India Private Limited	Umang Foundation	₹ 4,00,000
Torm Shipping India Private Limited	Concern India Foundation	₹ 4,00,000
Transocean Offshore International Ventures Limited	United Way of Mumbai	₹ 4,00,000
UBS Securities India Private Limited	Teach To Lead	₹ 2,75,000
United Phosphorus Limited	Swayamsiddh Matimand Mulansathi Matrupalak Sanstha	₹ 4,00,000
Universal Medicare Private Limited	Able Disabled All people Together (Formerly The Spastics Society of India)	₹ 2,75,000
Viacom 18 Media Pvt Ltd	The Akanksha Foundation	₹ 8,00,000
Vodafone India Limited - 1	Childline India Foundation	₹ 6,75,000
Vodafone India Limited - 2	DEEDS Public Charitable Trust	₹ 4,00,000
Wacker Chemie India Pvt Ltd	Mumbai Mobile Creches	₹ 2,75,000
Welspun Global Brands Ltd	St. Jude India ChildCare Centres	₹ 2,75,000
Wockhardt Limited	Wockhardt Foundation	₹ 2,75,000
Zee Entertainment Enterprises Limited	Friends of Tribals Society	₹ 4,00,000



## FUNDS RAISED BY NGOS

### FOR ARTS, CULTURE & SPORTS

**TOTAL AMOUNT RAISED: ₹ 19,20,500**

\*Amounts inclusive of Event fees and administrative charges as deducted



GoSports Foundation  
₹ 1,06,000



Oscar  
(Organization For  
Social Change,  
Awareness &  
Responsibility)  
Foundation  
₹ 1,36,500



Sanskriti Samvardhan  
Mandal  
₹ 4,92,000



Sinnar Taluka Amateur  
Athletic Association  
₹ 1,08,000



REPUBLICAN SPORTS CLUB  
₹ 10,78,000



Republican Sports Club promotes our National Game, hockey, with a mission to nurture future talent, spot upcoming sportspersons and provide them with specialized training in order to compete in national/international events with a greater degree of confidence. Republican Sports Club has raised ₹ 8,18,167 over the last three years through participation in the Standard Chartered Mumbai Marathon. Some of our achievements which can be cited are:

- Yuvraj Walmiki and Devinder Walmiki, both Senior and Junior India players, played in the recently concluded Hockey India League 2014
- Upcoming youngster Anup Walmiki attended the Senior and Junior India Camps in 2013
- Anup Walmiki captained the Maharashtra team at the Junior Nationals held at Solan, Haryana, in May 2013
- Nine players represented the Mumbai U-19 hockey team at the Junior Nationals held at Solan, Haryana, in May 2013
- With help from Godrej and Boyce, 40 underprivileged boys were provided with the basic needs of hockey players - i.e hockey sticks and astro-turf shoes. In addition, 20 players are given a stipend every month for their personal needs

“The greatest value of this organization is providing the tools and the means to network with peers. We have common problems, but often do not know where to turn for help in solving them. United Way of Mumbai through the SCMM platform provides a pool of resources to find those solutions. Second, of course, is the professional development of budding athletes.”

**Merzban Patel**

*President, Republican Sports Club*





## FOR DISABILITY

**TOTAL AMOUNT RAISED: ₹ 2,73,87,082**

\*Amounts inclusive of Event fees and administrative charges as deducted



Adapt  
(Formerly The  
Spastics Society  
Of India)  
₹ 6,31,000



Arushi Society  
₹ 2,01,100



Association for the  
Welfare of Persons  
with a Mental  
Handicap in  
Maharashtra  
(AWMH)  
₹ 1,92,000



Bajaj Public  
Charitable Trust  
₹ 1,07,500



Bhagwan Mahaveer  
Viklang Sahayata  
Samiti  
₹ 14,03,850



Centre For Hearing  
Impaired Children  
₹ 1,000



Cheshire Disability  
Trust  
₹ 1,80,500



M/s Cheshire Homes  
India Bangalore Unit  
Golden Jubilee Project  
₹ 2,96,245



Childraise Trust  
₹ 2,00,001



Deeds Public  
Charitable  
₹ 16,20,106



Forum For Autism  
₹ 4,10,305



Khushi Pediatric  
Therapy Centre  
₹ 1,69,500



Kshitij  
₹ 87,866



Manav Foundation  
₹ 1,21,000



MBA Foundation  
₹ 3,11,500



Mentaid  
₹ 3,46,534



MIMAANSA  
₹ 10,500



Muskan foundation for  
people with Multiple  
disabilities  
₹ 7,17,300



National Society For  
Equal Opportunities  
For The Handicapped  
India.  
₹ 7,47,561



Navkshitij  
₹ 1,21,000



Om Creations Trust  
₹ 2,63,346



Retina India  
₹ 58,000



S.P.J. Sadhana  
School  
₹ 4,33,520



Sangopita -  
A Shelter For Care  
₹ 5,79,000



Santosh Institute  
For Mentally  
Challenged  
₹ 1,03,500



Sense International  
(India)  
₹ 1,71,699



Shraddha Charitable  
Trust  
₹ 2,18,000



Shri Amreli Muk  
Badhir Seva Trust  
₹ 2,76,000

Amar Seva Sangam is a premier organization in the field of disability management in the country, marching towards the dream of a Valley for the Disabled. Located in a remote village Ayikudy in South Tamilnadu, its mission is to empower disabled citizens through a process of institution and village - based rehabilitation programs.

The organization has raised ₹ 92,26,967 over the last three years of participation in the SCMM. This amount has been utilized for:

- Educating 70 disabled children in our Home
- Imparting Vocational Training to 80 Disabled Youth in our hostel
- Rehabilitating 35 spinal cord injured persons in our Post Acute Care Centre
- Providing Special Education for the 70 Mentally Retarded children in our school for Special children
- Serving more than 13,000 persons with disabilities in over 800 villages adopted by Amar Seva Sangam



**AMAR SEVA SANGAM**

₹ 47,84,814







## HELEN KELLER INSTITUTE FOR DEAF & DEAF BLIND

₹ 39,99,749

The institute which started more than three decades ago in a teacher's home today is a pioneering NGO in India and South East Asia for the education of Deafblind (a unique disability wherein a person is affected by both hearing/speech and visual impairment). Helen Keller Institute for Deaf and DeafBlind (HKIDB) is the first institute of its kind at least in South East Asia having brought about a change in the lives of many children from their earliest years. The institute opened its services to 'Deafblind Children' when the very existence of Deafblind as a separate disability was still being debated and the word was yet to be coined.

The institute provides free education to Deaf & Deafblind students. It has a strength of 75 Deafblind (of whom 35 are in the age group 0-10 years) and 75 Deaf students. There are also 50 adults undergoing vocational training and rehabilitation programs at the institute. The funds raised through the Standard Chartered Mumbai Marathon are utilised towards sponsoring education of Deafblind. Deafblindness being the severest of severe disabilities has a requirement of high teacher student ratio (1:2).



Society For The  
Education Of The  
Crippled  
₹ 12,63,551



Spina Bifida  
Foundation  
₹ 1,06,000



Sushilabai Nanasaheb  
Deo Charitable Trust  
₹ 60,000



Swayamsiddh  
Matimand Mulansathi  
Matrupalak Sanstha  
₹ 29,72,000



The Anchorage  
₹ 2,500



The Association Of  
People With Disability  
₹ 15,000



Aural Education for  
Children with Hearing  
Impairment (AURED  
Charitable Trust)  
₹ 10,97,000



The Goodwill  
Foundation  
Charitable Trust  
₹ 2,500



The Research  
Society for the Care,  
Treatment &  
Training of  
Children in need  
of Special Care  
₹ 5,50,600



Trinayani  
₹ 1,21,000



Trust For Retailers  
And Retail Associates  
Of India  
₹ 2,500



Ummeed Child  
Development  
Centre  
₹ 6,14,184



V.D. Indian Society  
for Mentally Retarded  
₹ 1,10,650



V Connect  
Foundation  
₹ 4,76,000



War Wounded  
Foundation  
₹ 12,29,601

“ At HKIDB we strongly believe that no one is incapable of being taught and no one can do without education. For it is the fundamental birthright of every child to be educated, loved and accepted with dignity. ”

**Yogesh Desai**  
Chief Executive Officer





## FOR EDUCATION

**TOTAL AMOUNT RAISED: ₹ 6,88,05,092**

\*Amounts inclusive of Event fees and administrative charges as deducted



Agastya International Foundation  
₹ 4,39,000



Apne Aap Women's Collective  
₹ 1,84,601



Arpan  
₹ 83,000



Aseema Charitable Trust  
₹ 29,58,901



Atma Education  
₹ 11,51,621



Avanti Fellows  
₹ 3,00,500



Avasara Leadership Institute  
₹ 5,12,500



Ballygunj Society for Children in Pain  
₹ 4,61,000



Bharti Foundation  
₹ 3,47,600



Blue Star Foundation  
₹ 8,01,000



CRY Child Rights and You  
₹ 29,77,812



Dream A Dream  
₹ 3,66,300



Each One Teach One  
₹ 23,000



EdelGive Foundation  
₹ 1,36,000



Educo  
₹ 2,58,535



Foundation For Promotion Of Sports And Games  
₹ 1,000



Foundation To Educate Girls Globally  
₹ 2,82,339



Girivanasi Educational Trust  
₹ 5,24,796



GLOBAL Foundation  
₹ 12,01,000



Gwalior Hospital And Education Charitable Trust  
₹ 8,90,615



Hope Foundation  
₹ 4,01,000



Human Capital For Third Sector  
₹ 1,83,500



India Sponsorship Committee  
₹ 1,38,500



Indian Dreams Foundation  
₹ 87,200



Iskon Food Relief Foundation  
₹ 3,09,100



Junior Achievement India  
₹ 79,600



Jyot Bahudeshiy Samajik Sanstha  
₹ 2,500



Karunya Trust  
₹ 13,03,710



## Isha Education

Isha Education is the 3rd highest fund raising NGO at the Standard Chartered Mumbai 2014 having raised ₹ 1,00,63,069.

Isha Education, through its Isha Vidhya rural schools and through adoption of rural Govt. schools, is engaged in making quality education accessible & affordable to the rural poor. Presently, there are 9 Isha Vidhya schools serving 5200 children of whom 60% are on full scholarships. 33 Government schools have also been adopted benefiting 26000 children.

The Standard Chartered Mumbai Marathon has helped raise ₹ 1.86 crores over the last 5 years, which have been used to (a) support 230 children with scholarships and noon-meals each year, (b) to build 25 new classrooms across the 9 schools, which help educate 1000 underprivileged rural children each year and (c) adopt 2 Govt. schools.

“The Standard Chartered Mumbai Marathon has by far been Isha Vidhya's biggest fund-raiser year after year. The platform provides the best opportunity to volunteers to enhance their health, transform lives and have a blast doing so. The fact that registration starts early and allows for Corporates to participate has helped us immensely.”

**Vinod Hari**  
Project Director - Isha Vidya



Project “Nanhi Kali” aims to provide high quality learning outcomes guaranteed education interventions to underprivileged girls studying in government schools in poverty stricken urban, rural, and even conflict afflicted tribal regions in India. The project is currently reaching out to over 85,000 girls across 9 states in India.

Project Nanhi Kali ensures access to, and completion of, quality education at its Academic Support Centres. It provides material support like books, shoes, uniforms and stationery, and social support that involves counseling parents and the community on the importance of issues like education and gender equality. The sponsorship cost is ₹ 2400 per girl child each year for Std. 1-V or, ₹ 3600 per girl child each year for Std. VI–X.

Over the last 5 years, Project Nanhi Kali has managed to raise ₹ 1,87,47,475 over 5 years enabling them to reach out to and educate more than 1600 underprivileged girls from its project areas. They are grateful for donors like Castrol India Ltd, Johnson & Johnson Ltd, Mahindra & Mahindra Ltd and Gujarat Reclaim & Rubber Products Ltd who have been religiously supporting them for the past few years. They are also grateful to new donors HDFC Ltd, Binani Industries Lt, Novartis India Ltd, SRL Piramal Diagnostics Pvt. Ltd and Turner International India Pvt. Ltd., for their generous contributions.

“ Apart from giving NGOs an opportunity to raise awareness and much needed funds, the Standard Chartered Mumbai Marathon also provides a platform to demonstrate solidarity for a cause that participants strongly believe in. We at Project Nanhi Kali are grateful to the organizers of the SCMM for giving us the opportunity to garner further support for our cause of girl child education. This year, it was extremely heartening to see over 750 individuals come together and run to support education of the underprivileged girl child. ”

**Sheetal Mehta**  
Trustee & Executive Director,  
K.C. Mahindra Education Trust



**K.C. MAHINDRA EDUCATION TRUST**  
**PROJECT NANHI KALI**  
₹ 52,98,195



Khel Shala  
₹ 4,21,000



Kotak Education  
Foundation  
₹ 7,65,475



Lala Harichandji Anand  
and Smt. Inderkaur  
Anand Charitable Trust  
₹ 2,500



Lend-A-Hand India  
₹ 2,75,999



Life Trust  
₹ 17,90,950



Light Of Life Trust  
₹ 3,35,900



Maharashtra  
Dyslexia  
Association  
₹ 2,16,499



Make A Difference  
₹ 1,09,895



Masoom  
₹ 4,61,000



Meljol  
₹ 2,21,000



Milt Charitable Trust,  
Bombay  
₹ 1,76,700



Modern Educational  
Social & Cultural  
Organization  
₹ 3,52,500



New Resolution  
India  
₹ 85,000



Paragon Charitable  
Trust  
₹ 31,41,533



Plan International  
(India Chapter)  
₹ 2,500



Pratham Education  
Foundation  
₹ 8,25,000



Pratham Infotech  
Foundation  
₹ 7,84,000



Ra Foundation  
₹ 92,500



RangDe.Org  
₹ 1,48,000



Room To Read  
India Trust  
₹ 1,000



Rotary Club  
Bombay Charities  
Trust No.3  
₹ 1,07,500



Sahaara Charitable  
Society  
₹ 1,20,500



Salaam Baalak  
Trust  
₹ 64,002



Salaam Bombay  
Foundation  
₹ 33,10,197



Seva Sahayog  
Foundation  
₹ 1,06,601



Shelter Don Bosco  
₹ 13,000








Shivpuri Pragati  
Mandal  
₹ 1,18,500



Smile Foundation  
₹ 23,16,000



						
Society for Human And Environmental Development (SHED) ₹ 3,79,131	Somaiya Vidyavihar Trust ₹ 1,14,000	Society of Parents of children with Autistic Disorders (SOPAN) ₹ 12,50,345	Sparsha Charitable Trust ₹ 2,02,100	Sujaya Foundation ₹ 1,55,000	Swadhaar FinAccess ₹ 1,17,700	Taksheel Foundation ₹ 2,500
						
Teach to Lead (Teach for India) ₹ 22,13,732	The Abdul Hamid Scholarship Fund Committee ₹ 1,24,500	The Akanksha Foundation ₹ 40,96,000	The Akshaya Patra ₹ 5,32,900	The Nalanda Foundation ₹ 8,01,000	The Society for Door Step School ₹ 12,55,500	Touching Lives Welfare Trust ₹ 3,19,570
						
Udaan India Foundation ₹ 2,70,952	Umang Charitable Trust ₹ 1,48,000	Umang Foundation ₹ 21,51,900	Urvi Ashok Piramal Foundation ₹ 4,01,000	Vanavasi Kalyan Ashram, Maharashtra ₹ 43,895	Vidya Integrated Development For Youth and Adults ₹ 12,62,257	Wockhardt Foundation ₹ 4,62,000
						
Women's India Trust ₹ 1,60,600						



Mumbai Mobile Creches (MMC) is a grassroot non-profit founded in Mumbai in 1972, with a vision for all children to have a nurturing and happy childhood. MMC runs comprehensive day care centres for children living on construction sites from birth to 14 years of age, in Mumbai, Navi Mumbai and Thane. Our model is well rounded and includes components of nutrition, health, training and advocacy in order to ensure that all children living on construction sites are safe, healthy and educated.

The funds raised each year from the SCMM helps the organization to run its day care centres on construction sites to provide health, nutrition and education to children from birth to 14 years of age.

**Education:** MMC runs daycare centres for children ages 0-14 living on construction sites, which includes crèches, balwadis and after school support for children between 6 to 14 age group who study at nearby municipal schools. Their educational model and materials are all tailored to specifically cater to the migrant child.

**Health & Nutrition:** MMC provides well-balanced meals and snacks daily to children at its daycare centres. Health of children too is monitored through weekly doctor visits and general health and eye camps conducted in partnership with other organizations.

**Community outreach:** MMC works to create awareness among migrant communities living on construction sites through our advocacy programme. We conduct street-plays, Lokdoot, and run informative “chai-pani” meetings meant to raise awareness on important social issues.

**Corpus Fund:** Some of the donors have directed their funds to our corpus fund, which gives us protection from erratic fund cycles.





A commitment to preserve our environment and battle all forms of pollution led Mrs. Kiran Bajaj to start the NGO Paryavaran Mitra or 'Friends of the Environment' in September 2004. It is headquartered at Shikohabad in Uttar Pradesh.

PARYAVARAN MITRA

₹ 16,01,000

Paryavaran Mitra's main objectives are to prevent air, water, land and noise pollution. To fulfill these objectives, it has also been conducting various awareness programmes viz. Celebration of Important International days by conducting meaningful effective events, Training to farmers and students on environmental issues; education on importance of clean environment; wall writings on specific places i.e. schools, colleges, mandir, ghats, hospitals, etc. to propagate environment awareness messages, rallies and seminars, street plays, campaigns against use of plastic & consumption of tobacco, non lighting of Fire Crackers, use of Chemical Colours etc. It also exchanges information on environmental issues with other NGOs & Corporate & jointly works with them on environmental projects.

“ The Standard Chartered Mumbai Marathon is a great platform for like-minded people to come together for a cause, be it for a personal reason, for health, for friends and family or for a CSR you believe in. The Marathon is a great motivating method to get people to open their purses and donate or contribute for the charity they believe in as well keep one-self fit by running or walking. Contributions of employees, friends and family of Bajaj Electricals have benefitted Paryavaran Mitra. ”

Mrs. Kiran Bajaj  
President, Paryavaran Mitra

## FOR ENVIRONMENT AND ANIMAL PROTECTION

**TOTAL AMOUNT RAISED: ₹ 46,30,453**

\*Amounts inclusive of Event fees and administrative charges as deducted by UWM



Ahimsa  
₹ 1,26,000



Animals Matter  
To Me, Mumbai  
₹ 5,08,703



Garbage Concern  
₹ 1,09,000



Green Yatra Trust  
₹ 23,500



Habitat For  
Humanity India  
₹ 4,99,000



In Defense Of  
Animals  
₹ 99,199



PETA India  
₹ 7,60,500



Spandan Eco  
Foundation  
₹ 2,500



The Welfare Of  
Stray Dogs  
₹ 1,06,000



Tropical Research  
and Development  
Centre  
₹ 1,41,000



Vanashakti  
₹ 3,72,001


























World For All Animal  
Care And Adoptions  
₹ 2,82,050





FOR HEALTH  
TOTAL AMOUNT RAISED: ₹ 3,89,12,667

\*Amounts inclusive of Event fees and administrative charges as deducted by UWM

						
Aditya Jyot Foundation For Twinkling Little Eyes ₹ 17,500	All India Institute Of Diabetes And Research ₹ 2,500	Americares India Foundation ₹ 15,000	Apex Kidney Foundation ₹ 16,500	Asian Cancer Foundation ₹ 72,500	Alert- India ₹ 4,87,100	Bombay Medical Aid Foundation ₹ 4,02,500
						
Bal Raksha Bharat (Save The Children) ₹ 2,86,000	Cancer Aid & Research Foundation ₹ 44,150	Cankids Kidscan ₹ 4,02,867	Care Foundation ₹ 1,07,500	College of Social Work, Nirmala Niketan ₹ 2,77,500	Deepsikha ₹ 1,07,500	Epilepsy Foundation ₹ 17,90,862
						
Foundation For Mother And Child Health ₹ 8,15,830	Hemophilia Society Mumbai (Chapter) ₹ 4,400	Indian Cancer Society ₹ 5,96,524	Indian Epilepsy Association ₹ 1,76,000	Jivan Jyot Drug Bank ₹ 1,08,000	SAHAS, K.J.Somaiya Medical Trust ₹ 1,19,201	Kalavati Rajnikant Kanakia Foundation ₹ 1,52,500
						
Katoria Seva Kendra ₹ 2,500	Kasturi Foundation ₹ 1,35,101	Kripa Foundation ₹ 18,81,201	Maharashtra Lokahita Seva Mandal ₹ 2,500	Make-A-Wish Foundation Of India ₹ 23,97,000	N.K.Dhabhar Cancer Foundation ₹ 8,08,501	National Liver Foundation ₹ 2,51,027



SHRIMAD RAJCHANDRA LOVE & CARE

SRLC is the highest fund raising NGO at the Standard Chartered Mumbai 2014 having raised ₹ 1,58,90,901.

Shrimad Rajchandra Love and Care (SRLC) is an initiative to bring joy and offer service to all living beings. Shrimad Rajchandraji is its divine source of inspiration. Under Pujya Gurudevshri Rakeshbhai's able guidance, SRLC has over 50 projects spread across 30 cities worldwide, having touching over one million lives.

Over the last 4 years, SRLC has raised over ₹ 4.50 crores for its social initiatives by using the Standard Chartered Mumbai Marathon as its fund raising platform. At the 2014 edition of SCMM, SRLC also has the distinction of being the NGO with the highest number of Dream Teamers and Corporate Challenge teams.

- A one of a kind Rehabilitation Centre for the physically challenged named Shrimad Rajchandra Viklang Centre was established. Through this programme, residential rehabilitation camps and outreach camps were introduced.
- Housed at SRLC's hospital, the Neonatal Intensive Care Unit underwent expansion with new equipment and enhancement of overall facility. The NICU plays a major role in saving lives of over 500 infants annually born prematurely or with birth complications.
- A Blood Storage facility was set up in the hospital and an air-conditioned ICU Ambulance Van was put into service for the benefit of the underprivileged.
- A secondary and higher secondary school (science) was set-up for tribal students. Through the Shrimad Rajchandra Educational Aids project, school bags, notebooks, ball pens, etc. were distributed to over 2,50,000 needy students at highly subsidised rates.
- A new facility to provide employment to rural women was set-up. Humanitarian Care initiatives touched the lives of over 4,00,000 people which included the aged, orphans, terminally ill patients and the road side poor.
- Over 10,000 animals were saved from slaughter and rehabilitated to animal shelter homes and over 4000 animals were given medical treatment under the Shrimad Rajchandra Mobile Veterinary Service.

SRLC treated over 3,00,000 patients last 3 years and it's focused effort of working towards the health of the underprivileged won it the Medscape India Award for "Excellence in Rural Health".



Cancer Patients Aid Association (CPAA) is an all-encompassing cancer help-agency that works towards patient care, aid and assistance, awareness and advocacy. CPAA has a holistic approach to treatment of cancer right from detection to the rehabilitation of the patient thereby totally managing the disease.

CPAA through its participation at the Standard Chartered Mumbai Marathon over the last 5 years has raised an aggregate of ₹ 64,39,173. These funds have been utilized in aid for more than thousand leukemia patients.



“Standard Chartered Mumbai Marathon continues to be one of the bigger fundraising platform for CPAA. The Funds raised have been utilized to aid over thousand patients i.e. Children having Leukemia. Many of them are now totally cured and leading a normal life, while others are undergoing treatment.”

**Mr Y. K. Sapru**  
Founder Chairman & CEO  
Cancer Patients Aid Association

CANCER PATIENTS AID ASSOCIATION

₹ 24,27,651



Network in Thane  
By People Living  
With HIV  
₹ 5,80,867



Niramaya Health  
Foundation  
₹ 1,35,500



Ogaan Cancer  
Foundation  
₹ 16,500



Operation Smile India  
₹ 1,000



Parivartan Sandesh  
Foundation  
₹ 2,500



Parkinson's Disease  
And Movement  
Disorder Society  
₹ 3,38,124



Psychoanalytic  
Therapy And  
Research Centre  
₹ 5,10,101



ROKO Cancer  
Charitable Trust  
₹ 1,07,501



Royal  
Commonwealth  
Society for  
The Blind  
₹ 11,000



Sanmitra Trust  
₹ 2,500



Shri Ganapati  
Netralaya, Jalna  
₹ 2,500



SNEHA  
(Society for Nutrition,  
Education and Health  
Action)  
₹ 4,41,000



Sri Chaitanya  
Seva Trust  
₹ 2,500



St. Jude India  
Childcare Centres  
₹ 3,91,100



Sunakhari Nepali  
Mahila Samaj  
₹ 1,23,500



Tata Medical  
Centre Trust  
₹ 9,19,100



Tata Memorial  
Hospital: (RuHI)  
Runners Of Hope  
Initiative  
₹ 8,16,100



The Indian Council  
For Mental Health  
₹ 13,98,883



Think Foundation  
₹ 5,31,058



V Care Foundation  
₹ 3,87,000



Vasantha  
Memorial Trust  
₹ 10,78,000



Yoga Prabha Bharati  
(Seva Sanstha) Trust  
₹ 13,17,518



## FOR LIVELIHOOD GENERATION

**TOTAL AMOUNT RAISED: ₹ 17,05,938**

\*Amounts inclusive of Event fees and administrative charges as deducted



Friends Of Tribals  
Society  
₹ 4,01,000



Joining Hands  
₹ 1,07,500



Kherwadi Social  
Welfare Association  
₹ 1,81,000



Our Bit  
₹ 1,78,938



Trishul  
₹ 1,43,000



UNDER THE MANGO  
TREE SOCIETY

₹ 6,94,500

“SCMM has emerged as the most important fund raising tool for a small organisation like ours because of the ease of donating as well as the high visibility of the event.”

**Sujana Krishnamoorthy**  
Executive Director, UTMT Society

Under The Mango Tree Society (UTMT) takes beekeeping to small marginal farmers in order to increase their agricultural incomes through better yields and honey.

The organization raised ₹ 4,88,860 at the 2013 edition of the Standard Chartered Mumbai Marathon. Part of the funds was used for a two-day advanced Master Trainer training held in Gujarat in November 2013, to equip UTMT's old Master Trainers and budding Master Trainers (MTs) in Gujarat and Maharashtra with advanced bee-keeping techniques. The main focus of the training was on new techniques to keep the honeybee colony healthy which would help increase quantities of honey obtained. Several MTs have reported that the training was quite useful as after putting it into practice, they have seen less number of colonies absconding and healthier bee-boxes which points towards a good honey flow season in 2014. The rest of the funds have fed into year-long training for groups of farmers in Gujarat.



## FOR OTHER CAUSES

**TOTAL AMOUNT RAISED: ₹ 2,60,500**

\*Amounts inclusive of Event fees and administrative charges as deducted



AF Trust  
₹ 1,35,500



Desire Society  
₹ 2,500



Gram Vikas Trust  
₹ 2,500



Samaj Seva Sanstha  
₹ 2,500



Shri Sadguru  
Seva Sangh Trust  
₹ 1,15,000



The Humsafar Trust  
₹ 2,500





## FOR SOCIAL, CIVIC & COMMUNITY DEVELOPMENT

**TOTAL AMOUNT RAISED: ₹ 78,88,457**

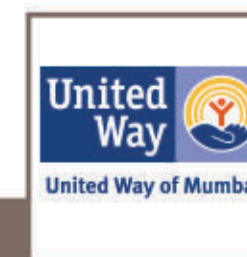
\*Amounts inclusive of Event fees and administrative charges as deducted

						
Abhi Foundation ₹ 66,000	Action Aid Association ₹ 2,77,500	Aga Khan Rural Support Programme (India) ₹ 2,62,858	Bharat Chamber Trust ₹ 22,000	Committed Communities Development Trust ₹ 1,30,000	Corp India ₹ 1,34,500	Cotaap Research Foundation ₹ 1,07,500
						
Eve Foundation ₹ 1,36,000	Gharda Foundation ₹ 1,42,500	Goonj ₹ 1,29,502	Indian Merchants Chamber Relief Fund ₹ 1,14,500	Karmayogi Pratisthan ₹ 1,07,200	Lodha Charitable Trust ₹ 4,01,000	Navasrushti International Trust ₹ 2,06,500
						
Rotary Club Of Bombay Peninsula ₹ 32,000	Rotary Club Of Bombay Queens Necklace Charitable Trust ₹ 64,000	Rotary Club Of Deonar ₹ 38,000	Rotary Club of Mumbai Lakers Charitable Trust ₹ 1,85,000	Savitaben Chhotalal Damani Charitable Trust ₹ 1,06,000	Secure Giving ₹ 2,79,000	Social Action for Manpower Creation ₹ 1,000
						
The Bombay Community Public Trust ₹ 6,36,500	The Bridge Public Charitable Trust ₹ 2,500	The Foundation ₹ 1,06,000	United Way of India ₹ 55,494			

United Way Mumbai Helpline (UWMH) executes public-private partnership projects for betterment of environment, community health and disaster preparedness in Mumbai.

Through funds raised during SCMM in past few years, United Way Mumbai Helpline has been able to achieve the following:

- Preparing Mumbaikars in Disaster Response: Training of 10000 Mumbaikars in basic disaster response and first aid skills.
- Empowering Mumbaikars through Clean-Up Warning Cards: A staggering 5000 citizens have signed up for "Your City in Your Hands", a campaign for promotion of cleanliness in the city.
- Eco-Friendly Ganesh Festival: The Ganesh festival generates a large amount of 'nirmalya', i.e. holy waste in the form of flowers, decoration material and other religious offerings. For three years now, UWMH mobilizes over 500 college youth each year for carrying out Nirmalya collection, segregation and clean-up drives at major immersion sites of the city such as Juhu Beach, Girgaon Chowpaty and Dadar Chowpaty. Through these initiatives UWMH volunteers could reach out to more than 3000 Ganesh Mandals appealing to them to adopt eco-friendly initiatives for the Ganesh Festival.
- Efforts for increasing greenery in the city: 300 trees planted across various locations in the city with maintenance and nurturing for the period of one year through local community participation.
- Clean Railway Station Campaigns in partnership of Western Railway: Western Railway has identified UWMH as the lead NGO for the campaign on cleanliness for which UWMH mobilises more than 500 college youth from various colleges situated in the vicinity of the railway stations to spread awareness through innovative strategies such as street play performances at railway stations, Poster Exhibition, One to One Interaction with Commuters, holding placards, posters and banners at railway stations.



**UNITED WAY OF MUMBAI HELPLINE**  
₹ 41,45,403





## Save The Children - India

Save The Children India is a 25 year old not for profit organization established by the Late Mrs. Vipula Kadri in 1988. The organization works in the realms of Education, Health, Women Empowerment and Livelihoods.

Save The Children India is the 2nd highest fund raising NGO at the Standard Chartered Mumbai 2014 having raised ₹ 1,03,91,277.



As an NGO working in diverse areas, the Standard Chartered Mumbai Marathon over the last 3 years has primarily helped in providing an impetus to our education initiatives.

- The Special Care Centre, a school located in Bandra-Kurla Complex, where 250 hearing impaired and mentally challenged children from less privileged socio-economic backgrounds are given a daily commute, nutritious meals, a holistic education and vocational training. For the first time in 2013, 10 hearing impaired children appeared for and passed the SSC examination with first class.
- 150 Balwadis run by the organization which provides pre-school education to the children from less privileged socio-economic backgrounds to lay a strong educational foundation at an impressionable age.
- 111 comprehensive Study Centres spread across Mumbai having an Accelerated Learning Module to help address the problem of children whose grade level competencies are below their age appropriate grade level.

"I never used to like math, but now I like it because it is being taught through games."  
- Priya Randeep Kadam [4th grade, Ambedkar Municipal School]

"I like to write in workbooks instead of regular notebooks, because in workbooks I can use different colours and paint."  
- Mahesh Lokhande [7th grade, Ambedkar school]

"The Standard Chartered Mumbai Marathon provides a huge and credible platform that enables us to raise funds for our various initiatives. It also acts as an excellent catalyst to facilitate change in the society. It is heartening to see individuals, corporations and various organizations coming together to support the spirit of philanthropy, and to make a commitment to making the country a better place."

Dr Subhadra Anand  
CEO, Save The Children India

## FOR WOMEN, CHILDREN AND AGED

**TOTAL AMOUNT RAISED: ₹ 3,95,47,744**

\*Amounts inclusive of Event fees and administrative charges as deducted



Adore Charities  
₹ 1,08,500



Aragami India  
₹ 4,01,000



Apnalaya  
₹ 10,26,861



Bharatiya Samaj  
Seva Kendra  
₹ 6,000



Care India Solutions  
For Sustainable  
Development  
₹ 1,42,501



Catalysts For  
Social Action  
₹ 15,65,337



Child Help Foundation  
₹ 6,03,500



Childline India  
Foundation  
₹ 36,91,424



Children Toy  
Foundation  
₹ 1,22,500



Children's  
Movement for  
Civic Awareness  
₹ 8,65,802



Concern India  
Foundation  
₹ 57,87,351



Dignity Foundation  
₹ 15,46,500



Family Service  
Centre  
₹ 13,07,856



HelpAge India  
₹ 10,23,000



Indian Association For  
Promotion of Adoption  
& Child Welfare (IAPA)  
₹ 1,38,203



Jamaara Bajaj  
Seva Trust  
₹ 16,01,000



Magic Bus  
India Foundation  
₹ 31,62,400



Maharashtra State  
Women's Council  
₹ 7,73,000



Nana Nani Foundation  
₹ 2,73,000



Palms Care  
Foundation  
₹ 5,06,500



Population First  
₹ 19,15,151



Prerana  
₹ 10,34,077



Pushp Hari  
Foundation  
₹ 1,06,000



RAYS Aasha ki  
Ek Kiran  
₹ 2,500



Shishu Welfare  
Trust Of India  
₹ 2,500



SOS Children's  
Village of India  
₹ 4,01,000



The Aangan Trust  
₹ 1,81,110



The Open Tree  
Foundation  
₹ 3,25,000



The Vatsalya  
Foundation  
₹ 4,17,569



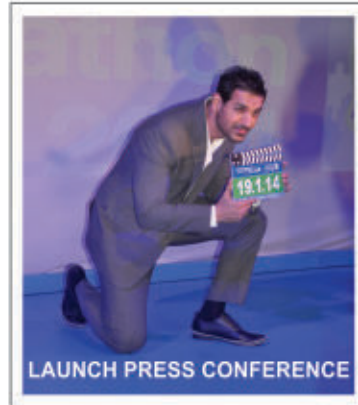
Welfare Society For  
Destitute Children  
₹ 2,500



World Vision India  
₹ 1,16,826



## SCMM HIGHLIGHTS



LAUNCH PRESS CONFERENCE



LAUNCH PRESS CONFERENCE



INTL. EVENT AMBASSADOR @ TCS HOUSE



RUNNERS' MEET @ AHI



GET ACTIVE EXPO



NGO RACE DAY BRIEFING @ AHI



TECHNICAL PRESS MEET @ MEDIA CENTRE



BMW MOTORCADE



CHARITY PRESS MEET @ MEDIA CENTRE



INTL. EVENT AMBASSADOR PRESS MEET



INTL. ELITE ATHLETE MEET @ MEDIA CENTRE



INDIAN ELITE ATHLETE MEET @ MEDIA CENTRE



DAMON HILL @ TUI  
(INTL. EVENT AMBASSADOR)



KINGFISHER GOOD TIMES NIGHT



PASTA PARTY & OUTSTATION EXPO OF RUNNERS MEET





# ABOUT UNITED WAY MUMBAI

United Way of Mumbai (UWM) is a non-profit organization advancing the common good, creating opportunities for a better life for all by focusing on education, income and health. Through collective action, UWM endeavors to engage the corporate sector into meaningful Social Responsibility initiatives by mobilizing the caring power of communities, uniting individuals and organizations with the will, passion, expertise, and resources needed to solve problems.

UWM is a member of the United Way Worldwide network which is present in 41 countries. Globally there are 1800 local chapters that collectively raise more than USD 5.2 billion annually, from 11 million donors and 2.5 million volunteers. The United Way movement mobilizes millions to action — to give, advocate and volunteer — to improve the conditions in which they live.

There are several charitable organizations involved in commendable grassroots activities, but do not have the wherewithal to acquire funding for their projects. United Way of Mumbai strives to not only bridge this gap but also to help in capacity building of NGOs. The endeavor is to ensure a steady stream of income for sustainable projects which aid long term community development.

United Way of Mumbai is today a leader in community impact and an acknowledged name in resource mobilization. The high degree of involvement of the Governing Board, comprising corporate CEOs, adds to the credibility of the organization’s functioning ensuring the highest standards of integrity are maintained in fund allocation and management.

In our past 6 years of association with the Standard Chartered Mumbai Marathon as the official charity partners, we are proud to have help raise the charity figures from ₹ 7.75 Crores in 2009 to ₹ 20.11 Crores this year, altogether raising above ₹ 83 Crores for the sector.

For more information on United Way of Mumbai, please visit [www.unitedwaymumbai.org](http://www.unitedwaymumbai.org) or write in to [contact@unitedwaymumbai.org](mailto:contact@unitedwaymumbai.org)



# THE FINANCIALS OF FUNDRAISING

The Standard Chartered Mumbai Marathon is one of the most cost effective fundraising option available for NGO’s in India. Every year through increased efficiencies and benefits that accrue from economies of scale the administrative expenses has reduced from 12.2 % of fundraised amounts to 5 % over the last 6 years of United Way of Mumbai’s partnership with the event.



It is a matter of immense pride for us that over 99% of all the amounts raised by individual fundraisers and their donors gets disbursed to the beneficiary NGO. United Way of Mumbai absorbs the payment gateway charges on all the donations received on its website to ensure 100% is disbursed to the NGO. Our administration expenses are sustained primarily from the registration fees from the corporate challenge category (89%).

Category	UWM Admin percentage *	Payable Event fee percentage **	Percentage of raised amount disbursed to NGO
NGO registration	100.0	-	-
Corporate Challenge	8.8	4.9	86.2
Charity Bibs	1.7	10.7	87.6
Dream Makers	0.9	0.0	99.0
Dream Wizards	0.2	0.7	99.1
Dream Champions	0.8	0.1	99.2
We Care Fundraiser***	-1.4	0.01	101.4
CC employee pledge raising	0.7	0.0	99.3

\* UWM Admin also includes the 2% payable to the charity commissioners PTA fund on applicable cause categories from the gross amount. After provisioning for the same, overall UWM admin percentage from total donations received by UWM is 3.8%.

\*\* Payable Event fee is the amount that is paid to Procam International as the SCMM entry fees of participants in each category.

\*\*\* Due to payment gateway charges on online donations, actual donation amount received by UWM is lower than the amounts that are disbursed.





Channel Partner



Broadcast Partner



Official Car



Sports Goods Partner



Travel Partner



Charity Partner



Logistics Partner



Hospitality Partner



Medical Partner



Print Partner



Radio Partner



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